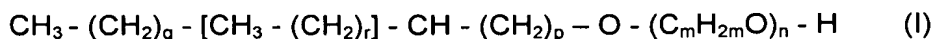


Amendments to the Claims:

The following claims will replace all prior versions of the claims in this application (in the unlikely event that no claims follow herein, the previously pending claims will remain):

1. (Original) A surfactant composition comprising at least one branched non-ionic surfactant and at least one surfactant capable of forming liquid crystals in water.
2. (Original) A composition according to claim 1 wherein the branched non-ionic surfactant comprises a branched alkyl group comprising in the range from 12 to 20 carbon atoms.
3. (Original) A composition according to claim 2 wherein the branched alkyl group comprises in the range from 0.2 to 3 side-branches.
4. (Original) A composition according to claim 3 wherein the side branched groups are alkyl groups comprising in the range from 2 to 9 carbon atoms.
5. (Previously Presented) A composition according to claim 1, wherein the branched non-ionic surfactant comprises a polyoxyalkylene group.
6. (Original) A composition according to claim 5 wherein the polyoxyalkylene group is a homopolymeric polyoxyethylene chain containing in the range from 15 to 25 ethylene oxide residues.
7. (Previously Presented) A composition according to claim 1, wherein the branched non-ionic surfactant comprises a primary alcohol alkoxylate.
8. (Original) A composition according to claim 7 wherein the primary alcohol alkoxylate is of the formula:



wherein

q and r are each independently from 0 to 13, preferably 1 to 15, more preferably 2 to 13; and p is 1 or 2;

such that $q+r+p$ is in the range from 9 to 17, preferably 10 to 16, more preferably 11 to 15;
and

$(C_mH_{2m}O)_n$ is a polyoxyalkylene group where m is 2, 3 or 4, and n is in the range from 5 to 40.

9. (Previously Presented) A composition according to claim 1, wherein the surfactant capable of forming liquid crystals in water comprises a non-alkoxylated polyol ester.

10. (Original) A composition according to claim 9 wherein the polyol is an anhydro-saccharide and/or the ester is derived from a fatty acid comprising in the range from 12 to 22 carbon atoms.

11. (Previously Presented) A composition according to claim 9 wherein the surfactant capable of forming liquid crystals in water additionally comprises a polyol ester derived from a saccharide.

12. (Original) A composition according to claim 11 wherein the saccharide is sucrose or sorbitol, and/or the ester is derived from a fatty acid comprising in the range from 8 to 18 carbon atoms.

13. (Previously Presented) A composition according to claim 1, wherein the surfactant capable of forming liquid crystals in water comprises a mixture of a sorbitan ester and a sucrose ester or a sorbitol ester.

14. (Original) A composition according to claim 13 wherein the surfactant capable of forming liquid crystals in water comprises a mixture of sorbitan stearate and sucrose cocoate or sorbitol laurate.

15. (Previously Presented) A composition according to claim 1, wherein the HLB value of (i) the branched non-ionic surfactant is in the range from 13 to 18, (ii) the surfactant capable of forming liquid crystals in water is in the range from 4 to 8, and (iii) the total surfactant composition is in the range from 8 to 12.

16. (Original) An oil in water or water in oil emulsion comprising an emulsifier system for the oil which comprises at least one branched non-ionic surfactant and at least one surfactant capable of forming liquid crystals in water.
17. (Original) A personal care or cosmetic product comprising at least one branched non-ionic surfactant and at least one surfactant capable of forming liquid crystals in water.
18. (Original) A container comprising a spray nozzle and a sprayable personal care or cosmetic product comprising at least one branched non-ionic surfactant and at least one surfactant capable of forming liquid crystals in water.
19. (Cancelled).
20. (New) A method of using the personal care or cosmetic product of claim 18.